



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

## TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	10/661,741
		Filing Date	September 12, 2003
		First Named Inventor	Simon Tong, et al.
		Art Unit	2171
		Examiner Name	Not yet assigned
Total Number of Pages in This Submission		Attorney Docket Number	53051-288305

**ENCLOSURES (check all that apply)**

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): -Form PTO/SB/08 (2 sheets) -2 References -Return Receipt Postcard
Remarks		

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm or Individual name	Christopher J. Chan, Reg. No. 44,070 Kilpatrick Stockton LLP
Signature	
Date	August 2, 2004

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Typed or printed name	Christopher J. Chan
Signature	
Date	August 2, 2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Simon Tong, et al.

Serial No.: 10/661,741

Filed: September 12, 2003

For: METHODS AND SYSTEMS FOR IMPROVING A SEARCH RANKING  
USING POPULATION INFORMATION

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

---

**INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

Pursuant to 37 C.F.R. §§ 1.56, 1.97, and 1.98, Applicant submits herewith on Form PTO/SB/08A a listing of documents known to the Applicant and/or his attorney. Applicant respectfully requests consideration of the cited documents and making the same of record in the prosecution of the above-identified application. of record in the prosecution of the above-identified application.

For several of the documents listed in "Non Patent Literature Documents," the date which is shown on the document is listed. Applicant makes no representation as to the publication date, if any, of the document. Copies of the documents are enclosed.

Applicant does not represent or admit that any document listed is prior art or material, and Applicant reserves the right to challenge any assertion that a document

---

**CERTIFICATE OF MAILING (37 CFR 1.8a)**

I hereby certify that this correspondence, along with any paper referred to as being attached or enclosed, is being deposited with the United States Postal Service on this 2nd day of August, 2004 with sufficient postage as first-class mail in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

  
Christopher J. Chan

U.S.S.N.: 10/661,741  
Filed: September 12, 2003  
Information Disclosure Statement

listed is prior art or material. Further, Applicant reserves the right to establish patentability over the listed documents.

It is respectfully requested that the references listed on the attached form PTO/SB/08A be expressly considered by the Examiner, made of record in the application, and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement ("IDS") is being submitted prior to the mailing of a first Office Action on the merits in this application. Accordingly, it is believed that no fees are due for consideration of this IDS. However, should any fees be due under 37 C.F.R. §1.16 or §1.17 or otherwise, the Commissioner is hereby authorized to charge these fees and any other additional fees which may be required during the entire pendency of this application, or to credit any overpayment, to Deposit Account No. 11-0855. A duplicate of this sheet is attached for that purpose.

Respectfully submitted,

  
\_\_\_\_\_  
Christopher J. Chan  
Reg. No. 44,070

KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta, Georgia 30309  
404.815.6048  
Attorney Docket No.: 53051/288305

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.


**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

1 of 2

**Complete if Known**

Application Number	10/661,741
Filing Date	September 12, 2003
First Named Inventor	Simon Tong, et al.
Art Unit	2171
Examiner Name	Not yet assigned

Attorney Docket Number 53051/288305

**U.S. PATENT DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)			
1	US- 6,006,222	12/21/1999	Culliss		
2	US- 6,014,665	01/11/2000	Culliss		
3	US- 6,078,916	06/20/2000	Culliss		
4	US- 6,182,068	01/30/2001	Culliss		
5	US- 6,185,559	02/06/2001	Brin et al.		
6	US- 6,285,999	09/14/2001	Page		
7	US- 20020042791	04/11/2002	Smith et al.		
8	US- 20020123988	09/05/2002	Dean et al.		
9	US- 20020133481	09/19/2002	Smith et al.		
10	US- 6,529,903	02/14/2003	Smith et al.		
11	US- 6,526,440	02/25/2003	Bharat		
12	US- 6,615,209	09/02/2003	Gomes		
13	US- 6,658,423	12/02/2003	Pugh et al.		
14	US- 6,678,681	01/13/2004	Brin		
15	US- 20040059708	03/25/2004	Dean et al.		
16	US- 6,725,259	04/20/2004	Bharat		
17	US- 6,738,764	05/18/2004	Mao et al.		
18	US- 6,754,873	06/22/2004	Law et al.		
19	US- 20040122811	06/24/2004	Page		
20	US- 20040119740	06/24/2004	Chang et al.		

**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)				

Examiner Signature	Date Considered
--------------------	-----------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449B/PTO		<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>		<i>Application Number</i>	10/661,741
		<i>Filing Date</i>	September 12, 2003
		<i>First Named Inventor</i>	Simon Tong, et al.
		<i>Art Unit</i>	2171
		<i>Examiner Name</i>	Not yet assigned
(Use as many sheets as necessary)		<i>Attorney Docket Number</i>	53051/288305
Sheet	2	of	2

## **NON PATENT LITERATURE DOCUMENTS**

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.